

**IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS**

**VIRTUAL CREATIVE ARTISTS, LLC,**

Plaintiff,

v.

**CARS.COM, LLC,**

Defendant.

C.A. No. 1:24-cv-11770

**JURY TRIAL DEMANDED**

**PATENT CASE**

**ORIGINAL COMPLAINT FOR PATENT INFRINGEMENT**

Plaintiff Virtual Creative Artists, LLC files this Original Complaint for Patent Infringement against Cars.com, LLC and would respectfully show the Court as follows:

**I. THE PARTIES**

1. Plaintiff Virtual Creative Artists, LLC (“VCA” or “Plaintiff”) is a Delaware limited liability company, having business address at 338 Gracious Way, Henderson, NV 89011.

2. On information and belief, Defendant Cars.com, LLC (“Cars.com” or “Defendant”) is a corporation organized and existing under the laws of Delaware. Defendant has a place of business at 300 S. Riverside Plaza Suite 1000, Chicago, IL 60606. Defendant has a registered agent at C T Corporation Service Company, 208 SO LaSalle St, Suite 814, Chicago IL 60604.

**II. JURISDICTION AND VENUE**

3. This action arises under the patent laws of the United States, Title 35 of the United States Code. This Court has subject matter jurisdiction of such action under 28 U.S.C. §§ 1331 and 1338(a).

4. On information and belief, Defendant is subject to this Court’s specific and general personal jurisdiction, pursuant to due process and the Illinois Long-Arm Statute, due at least to its

business in this forum, including at least a portion of the infringements alleged herein at 111 W Erie St. Chicago, IL 60654.

5. Without limitation, on information and belief, within this state, Defendant has used the patented inventions thereby committing, and continuing to commit, acts of patent infringement alleged herein. In addition, on information and belief, Defendant has derived revenues from its infringing acts occurring within Illinois. Further, on information and belief, Defendant is subject to the Court's general jurisdiction, including from regularly doing or soliciting business, engaging in other persistent courses of conduct, and deriving substantial revenue from goods and services provided to persons or entities in Illinois. Further, on information and belief, Defendant is subject to the Court's personal jurisdiction at least due to its sale of products and/or services within Illinois. Defendant has committed such purposeful acts and/or transactions in Illinois such that it reasonably should know and expect that it could be haled into this Court as a consequence of such activity.

6. Venue is proper in this district under 28 U.S.C. § 1400(b). On information and belief, Defendant has businesses in this district at 300 S. Riverside Plaza Suite 1000, Chicago, IL 60606. On information and belief, from and within this District Defendant has committed at least a portion of the infringements at issue in this case.

7. For these reasons, personal jurisdiction exists and venue is proper in this District under 28 U.S.C. § 1400(b).

**III. COUNT I**  
**(PATENT INFRINGEMENT OF UNITED STATES PATENT NO. 10,339,576)**

8. Plaintiff incorporates the above paragraphs herein by reference.

9. On July 2, 2019, United States Patent No. 10,339,576 ("the '576 Patent") was duly and legally issued by the United States Patent and Trademark Office. The '576 Patent is titled

“Revenue-Generating Electronic Multi-Media Exchange and Process of Operating Same.” A true and correct copy of the ‘576 Patent is attached hereto as Exhibit C and incorporated herein by reference.

10. VCA is the assignee of all right, title, and interest in the ‘576 Patent, including all rights to enforce and prosecute actions for infringement and to collect damages for all relevant times against infringers of the ‘576 Patent. Accordingly, VCA possesses the exclusive right and standing to prosecute the present action for infringement of the ‘576 Patent by Defendant.

11. The application leading to the ‘576 patent was filed September 9, 2016, which was a continuation of application no. 13/679,659, which issued as United States Patent No. 9,477,665, which was a continuation of application no. 14/308,064 which issued as the ‘480 Patent. (Ex. C at cover). The ‘576 patent was first assigned to Virtual Creative Artists, LLC. (*Id.*).

12. The invention relates to the field of creating and distributing media content, in particular, creating media content based upon submissions received on an electronic media exchange. At the time of the original invention in 1998, there was an Internet-centric problem that required a technical solution—how to develop a computer system that would allow remote contributors of electronic content to share and collaborate their content to develop new media content. The claimed invention, which predates modern crowdsourcing solutions, offers a unique, unconventional, and specially configured combination of “subsystems” in which to address the Internet-centric problem.

13. Claim 17 is directed to a computer-based system for generating multimedia content using three operatively coupled distributed processing subsystems: a submissions subsystem, a creator subsystem, and a release subsystem. (Ex. A at 39:22–41:6). Each subsystem has a distinct operation. The submission subsystem receives content that “may be transformed in the same form

or adapted into multi-media content for distribution.” (*Id.* at 3:26–30, 4:5–11). The creator subsystem allows a user to search for submitted content, select a submission, and modify and develop the submission. (*Id.* at 4:27–41). The release subsystem allows a user to view the final, developed submission. (*Id.* at 4:42–45). The ‘576 patent distinguishes this claimed distributed architecture from “a single computer acting as a central controller.” (*Id.* at 9:55-58).

14. As set forth in the claims, the claimed invention has a collection of unconventional and particularly configured subsystems, including:

- “an electronic media submissions server subsystem,”
- “an electronic multimedia creator server subsystem,”
- “an electronic release subsystem,”
- “an electronic voting subsystem,” and
- a specialized, centralized database.

This claimed computer-based distributed architecture had technical advantages over the other prior art systems known at the time. Particularly, the claimed “arrangement yields a more dynamic and flexible system, less prone to catastrophic hardware failures affecting the entire system.” (Ex. A at 10:10-12).

15. Each of these subsystems are configured in a very specific (and not generic), unconventional and non-routine manner to offer the novel and non-obvious claimed invention. For example, claim 17 requires an “electronic media submissions database,” which is a subsystem that receives media submissions from Internet users. This is not a generic database but rather a scalable database that must be able to receive, store, and manage multiple petabytes of multimedia data received from users all over the world. In fact, the specification discloses the use of a sophisticated database management system known in the art at the time that was capable of

handling data at this level, Oracle7. This type of database management system cannot operate on a generic computing system but rather requires specialized hardware and software.

16. As another example, the claim requires a specifically configured “electronic media submission server subsystem.” This subsystem is defined as specifically having:

- “one or more data processing apparatus,”
- “one or more database stored on a non-transitory medium,” and
- “a submissions electronic interface.”

The “submissions electronic interface” is further specifically “configured” [1] “to receive a first electronic media submission from a first user of a plurality of users over a public network, and [2] store said first electronic media submission in said one or more database.” Further, “the electronic media submissions database” in this subsystem is further required to “receive a first electronic media submission that includes: [1] data identifying the first user, and [2] data identifying date and time associated with receipt of the first electronic media submission, and [3] data indicating content of the first electronic media submission.” Collectively, the level of detail included in this very particular, well-defined, and unconventional subsystem makes clear that the claims include substantially more than the alleged abstract idea or merely performing an alleged abstract idea on a computer.

17. Similarly, the claim also requires a separate specifically configured “an electronic multimedia creator server subsystem.” The claim specifically defines how this second subsystem interacts with other components including being “operatively coupled to the electronic media submissions server subsystem.” The claim also specifically defines this subsystem as “having”:

- “one or more second data processing apparatus” and
- “an electronic content filter”

18. This subsystem is also specifically “configured [1] to apply criteria associated with at least one user of the plurality of users to obtain a plurality of electronic media submissions from the one or more database and [2] to develop multimedia content to be electronically available for viewing on at least one user device associated with the first user.” Even more detail is provided by requiring “data identifying a respective user is maintained for each electronic media submission within the multimedia content.” Here again, collectively, the level of detail included in this very particular and well-defined and unconventional subsystem makes clear that the claims include substantially more than an alleged abstract idea or merely performing an alleged abstract idea on a computer.

19. The claim also includes “an electronic release subsystem,” which is well defined and not conventional or routine. The claim defines how this subsystem is “operatively coupled to the electronic multimedia creator server subsystem.” The claim also defines the components of this subsystem as having “one or more third data processing apparatus” and being particularly “configured to make the multimedia content electronically available for viewing on a plurality of devices.” These details, collectively, also make this very particular and well-defined and unconventional subsystem substantially more than an abstract idea or performing an abstract idea on a computer.

20. The claim also requires “an electronic voting subsystem,” which is well-defined, specific, and unconventional. This claimed subsystem has “configured to allow at least a third user to electronically vote for multimedia content.”

21. **Direct Infringement.** Upon information and belief, Defendant has been directly infringing claims 17 and 19 of the ‘576 Patent in Illinois, and elsewhere in the United States, by

employing a computer-based system using <https://www.cars.com/> (“Accused Instrumentality”) (e.g., <https://www.cars.com/>).


22. Cars.com uses a computer-based system for its Accused Instrumentality, to generate multimedia content by enabling user-sellers to create personalized seller profiles (such as a dealer profile) containing multimedia content and publish multimedia content in the form of vehicle listings containing associated image content and textual content. User-Seller profiles may showcase information about the seller or dealer and other vehicle listings of the seller, each of which include multimedia content in the form of image and textual content. Vehicle listings containing multimedia content may be shown to other users based on, *inter alia*, user-selected criteria. Cars.com, during the relevant time period, took advantage of multiple cloud server providers for Accused Instrumentality, as discussed above, as well as scalability within its cloud server providers, employing separate server subsystems for all its meaningfully different functions. Cars.com uses, and has used during the relevant time period, numerous different networks and providers for, *inter alia*, content management systems, web servers, web hosting, data centers, proxy certificates, SSL certificates, traffic analysis, advertising, and tagging, thereby using separate server subsystems for all its meaningfully different functions, such as those indicated below.

Suggestions for Cars.com

youtube.com/watch?v=xDPDfqP9a6U

YouTube

Search



USED

2016 Lexus RX 350 350

36,240 miles

GREAT DEAL

\$31,415

Sold by DCH Millburn Audi

Maplewood, NJ 07043

★★★★★ (4.6) 115 reviews

Vehicle History

Free CARFAX 1-Owner Report

Seller's Notes

This Economy Certified 2016 Lexus RX 350 350 Comes with This vehicle comes with the following: Comprehensive 35 Point Inspection & Quality Assured Review, Carfax Vehicle History Report, Solid Mechanically and Cosmetically As Is, "See dealer for details. Some of our used vehicles may be subject to unre..."

See more

Check for recalls

Contact Seller

Call: (973) 210-7711

Email

Chat Now

Tim

Tallard

t123tallard@gmail

Phone (Optional)

Check availability


I'd like to know if the Used 2016 Lexus RX 350 350 you have listed on Cars.com for \$31,415 is still available.

Check Availability

By clicking here, you authorize Cars.com and its advertising partners to contact you by text or email which may include marketing and for by activation. Calls may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.

We value your privacy. [Cars.com Privacy Statement](#).

Suggestions for Cars.com from a car dealer



Talking CarBiz

8.31K subscribers

Subscribe

4

Share

Save

690 views Jul 30, 2019

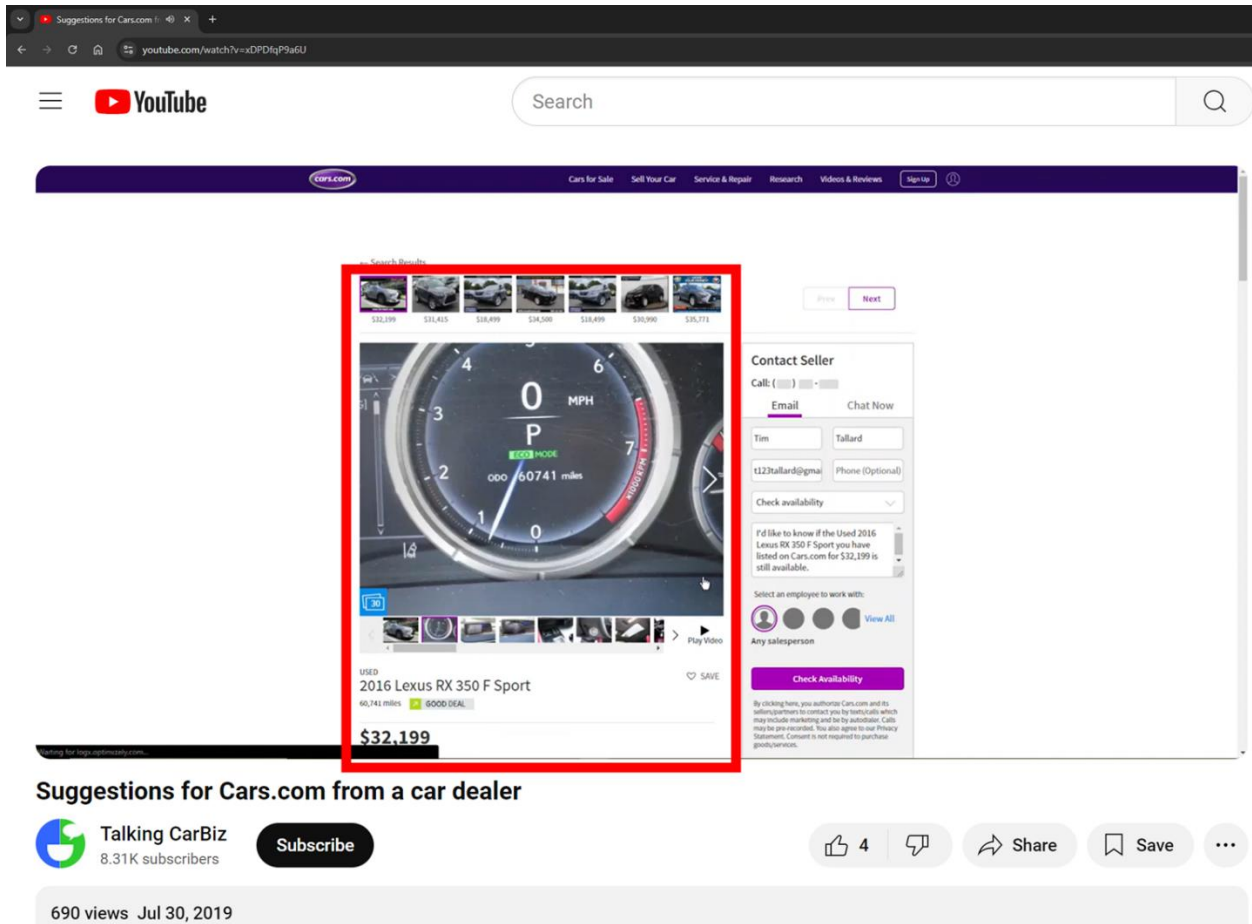
(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).



The screenshot shows a YouTube video player with the following elements:

- Video Title:** Suggestions for Cars.com from a car dealer
- Channel:** Talking CarBiz (8.31K subscribers)
- Video Content:** A Cars.com advertisement for a 2016 Lexus RX 350. The ad includes a red-bordered video player showing the car, a price of \$31,415, and a sidebar with contact information for Tim Tallard (t12tallard@gmail.com, 973-210-7711).
- Video Metadata:** 690 views, Jul 30, 2019.

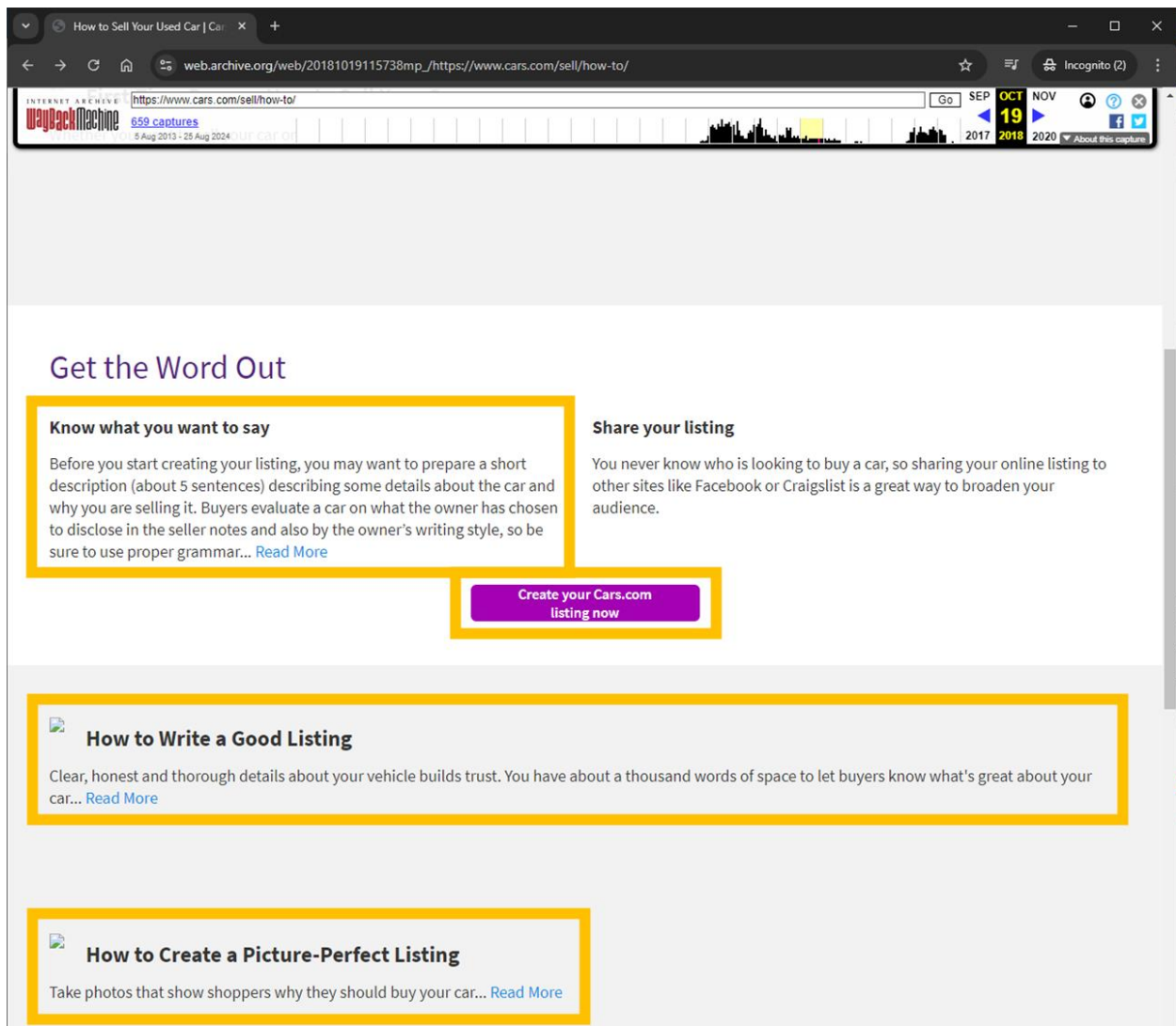
(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).



(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

23. The Accused Instrumentality includes an electronic media submissions server subsystem, having one or more data processing apparatus and one or more database stored on a non-transitory medium, as well as a submissions electronic interface to receive electronic media submissions (such as vehicle listings and associated media) from user-sellers over a public network (such as the Internet) and store said first electronic media submission in said one or more database with at least a second electronic media submission received from other user-sellers. The electronic media submission includes (i) data identifying the first user, (ii) data identifying date and time associated with receipt of the first electronic media submission, and (iii) data indicating content. As shown below, data identifying the first user (such as the user-seller) includes *e.g.*, a name and

data indicating content includes photo, audio and/or textual content associated with the listing. The data identifying date and time associated with receipt of the first electronic media submission is evident by user-submitted reviews containing multimedia content together with data identifying date and time associated with receipt of the first electronic media submission.



(E.g., [https://web.archive.org/web/20181019115738mp\\_/https://www.cars.com/sell/how-to/](https://web.archive.org/web/20181019115738mp_/https://www.cars.com/sell/how-to/)).

My Car Info

web.archive.org/web/20200921041340/https://www.cars.com/sell/quick-offer/form/

cars.com

Cars for Sale Sell Your Car Service & Repair Research Videos & Reviews Contact Us Sign Up

- Sell
- Quick Offer
- My Car Info

Quick Offer™

My Car Info

- 1 My Car Info
- 2 Conditions
- 3 Photos
- 4 Contact Info
- 5 Review

Location and VIN

{{ ctrl.alert.message }}

[See Other Ways to Sell](#)

Why do you need my VIN?

All fields are required

ZIP

Enter a valid 5-digit ZIP code.

- Lookup VIN
- Enter VIN
- State on License Plate
  - Select a State

Please select a State

License Plate Number Specialty or Vanity Plate? Make sure to enter all the characters.  
Example: ABC 00000

Please enter a valid License Plate.

Enter all the letters and numbers

- Vehicle Identification Number (VIN) Where can I find the VIN? The 17-digit combination of letters and numbers can be found:
  - Beneath the windshield on the driver's side.
  - Below a floor mat.
  - On the driver's door jamb.
  - Your title or insurance card.

Check your number and try again.

17 digits (letters and numbers)

{{ ctrl.stepOneVinForm.\$pending !== undefined || ctrl.waitingResponse ? 'Please Wait' : 'Save and Continue' }}

Why do we need your VIN?

(E.g., <https://web.archive.org/web/20200921041340/https://www.cars.com/sell/quick-offer/form/>).

My Car Info

web.archive.org/web/20200921041340/https://www.cars.com/sell/quick-offer/form/

Internet Archive Wayback Machine 98 captures and try again. 13 Mar 2017 - 21 Sep 2020 17 digits (letters and numbers)

Go JUL SEP OCT 2019 2020 2021 About this capture

{{ ctrl.stepOneVinForm.Spending !== undefined || ctrl.waitingResponse ? 'Please Wait' : 'Save and Continue' }}

## Why do we need your VIN?

Making accurate offers sight-unseen isn't easy without your car's history, style and options.

Your Vehicle Identification Number contains these specifications.

**Don't worry, a VIN contains no personal info.**

Either look up your VIN by entering your license plate, or enter it directly below.

**Where can I find the VIN?**

The 17-digit combination of letters and numbers can be found:

- Beneath the windshield on the driver's side.
- Below a floor mat.
- On the driver's door jamb.
- Your title or insurance card.

Close

### Description

ZIP: {{ ctrl.stepOneService.zip }}

VIN: {{ ctrl.stepOneService.vehicles.vin }}

{{ ctrl.stepOneService.vehicles.year }} {{ ctrl.stepOneService.vehicles.make.name }} {{ ctrl.stepOneService.vehicles.model.name }}

All fields are required—

Style  
Select One ▼

Select the style of your car

Exterior Color  
Select One ▼

Select the exterior color of your car

Interior Color  
Select One ▼

Select the interior color of your car

Interior Type  
Select One ▼

Select the interior type of your car

Features  
☐ {{ feature.description }}

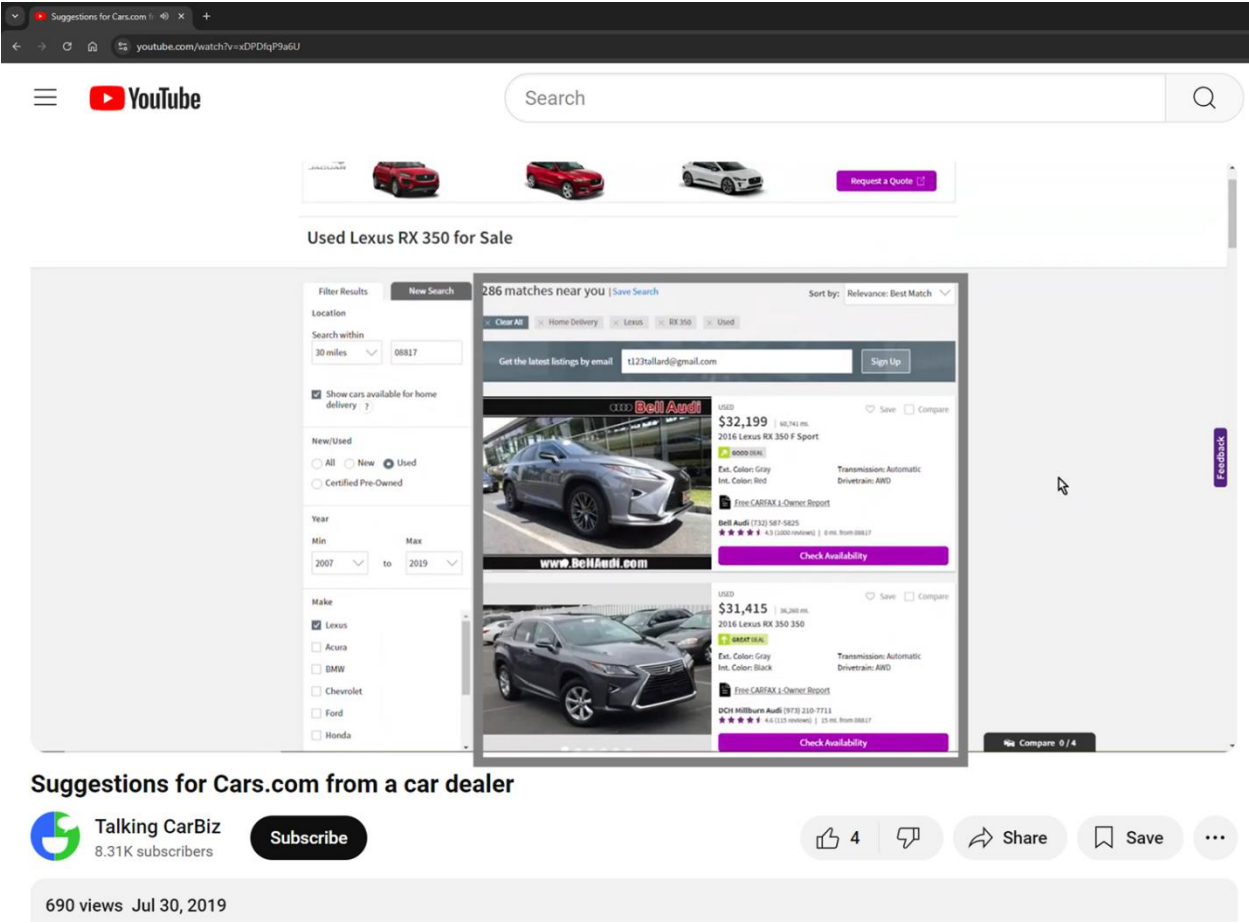
Approximate Mileage

Enter the approximate miles on your car

Next Step  
Cancel Edit Update

By accepting an offer, you agree to the Quick Offer Terms & Conditions

(E.g., <https://web.archive.org/web/20200921041340/https://www.cars.com/sell/quick-offer/form/>).



(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

**Suggestions for Cars.com from a car dealer**

The screenshot shows a YouTube video player with a URL bar at the top displaying "youtube.com/watch?v=xOPDtgP9a6U". The video content features a car listing for a 2016 Lexus RX 350 350. The listing includes a main photo of the car, a smaller thumbnail strip below it, and a red box highlighting the car's details: "USED 2016 Lexus RX 350 350", "36,260 miles", and a "GREAT DEAL" badge. Below this, the price "\$31,415" is shown, followed by "Sold by DCH Millburn Audi" and "Maplewood, NJ 07040". A blue box highlights the seller's information, including a star rating of 4.8 (115 reviews). Below the seller info, there are sections for "Vehicle History" (with a link to "Free CARFAX 1-Owner Report") and "Seller's Notes" (stating the car comes with a Comprehensive 35 Point Inspection & Quality Assured Review, Carfax Vehicle History Report, Sold Mechanically and Cosmetically As Is, etc.). To the right of the car details, there is a "Contact Seller" section with a phone number (973) 219-7711, email t12tallard@gmail.com, and a "Check Availability" button.

**Talking CarBiz**  
8.31K subscribers

**Subscribe**

690 views Jul 30, 2019

Like 4 Dislike Share Save ...

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

Search

YouTube

Filter Results

New Search

286 matches near you

Save Search

Sort by: Relevance: Best Match

Location

Search within

30 miles

08817

Show cars available for home delivery

New/Used

All

New

Used

Certified Pre-Owned

Year

Min

2007

to

Max

2019

Make

Lexus

Acura

BMW

Chevrolet

Ford

Honda

Show all Makes in A-Z

Model

RX 350

CT 200h

ES 300

Get the latest listings by email

t12tallard@gmail.com

Sign Up

USED

**\$32,199**

38,741 mi.

2016 Lexus RX 350 F Sport

4000 (36k)

Ext. Color: Gray

Int. Color: Red

Transmission: Automatic

Drivetrain: AWD

Get Audi (732) 587-5825

4.3 (100% positive) | 8 mi. from 08817

Check Availability

USED

**\$31,415**

38,260 mi.

2016 Lexus RX 350

4000 (36k)

Ext. Color: Gray

Int. Color: Black

Transmission: Automatic

Drivetrain: AWD

DCI Millburn Audi (973) 210-7711

4.4 (125 positive) | 15 mi. from 08817

Check Availability

USED

**\$18,499**

116,099 | 86,473 mi.

2012 Lexus RX 350 Base

4000 (36k)

Ext. Color: Gray

Int. Color: Black

Transmission: Automatic

Drivetrain: AWD

Compare 0 / 4

Suggestions for Cars.com from a car dealer

Talking CarBiz

8.31K subscribers

Subscribe

4

Share

Save

...

690 views Jul 30, 2019

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).



**Suggestions for Cars.com from a car dealer**

Talking CarBiz  
8.31K subscribers

Subscribe

690 views Jul 30, 2019

A screenshot of the YouTube interface showing a video player with a red rectangular overlay around the main content area. The video displays a speedometer and a car listing for a 2016 Lexus RX 350 F Sport. The price \$32,199 is highlighted in red. To the right of the video player, there is a sidebar with contact information for a salesperson named Tim Tallard.

The video content shows a speedometer with a needle pointing to 0 MPH. Below the speedometer, it says "USED 2016 Lexus RX 350 F Sport". The odometer reads "60,741 miles". A green badge indicates a "GOOD DEAL". The price "\$32,199" is displayed in large red text. Above the price, there are several small thumbnail images of different cars. To the right of the video player, there is a sidebar with the following information:

**Contact Seller**  
Call: ( ) -  
Email Chat Now  
Tim Tallard  
t123tallard@gmail Phone (Optional)  
Check availability  
I'd like to know if the Used 2016 Lexus RX 350 F Sport you have listed on Cars.com for \$32,199 is still available.  
Select an employee to work with:  
Any salesperson  
View All  
Check Availability  
By clicking here, you authorize Cars.com and its advertising partners to contact you by telephone which may include marketing and be by automated calls. Calls may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

Suggestions for Cars.com | x +

youtube.com/watch?v=xDPDfQPSa6U

YouTube

Search

Cars.com

Cars for Sale Sell Your Car Service & Repair Research Videos & Reviews Sign Up

The 2019 Audi A6  
\$241,945 (new) \$181,415 (used)  
Find your Audi A6

Prev Next

Contact Seller  
Call: (973) 210-7711

Email Chat Now

Tim Tallard  
tallard@gmail.com Phone (Optional)

Check availability

I'd like to know if the Used 2016 Lexus RX 350 350 you have listed on Cars.com for \$31,415 is still available.

Check Availability

By clicking here, you authorize Cars.com and its selling partners to contact you by telephone which may include marketing and be by automated calls. This may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.  
We value your privacy. Cars.com Privacy Statement.

USED  
2016 Lexus RX 350 350  
36,240 miles GREAT DEAL

\$31,415

Talking CarBiz  
8.31K subscribers

Subscribe

690 views Jul 30, 2019

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

car details and clicking again on the dealership's total number of reviews in the description area below the vehicle image.

**Reviews**  
★★★★★ 4.8  
808 lifetime reviews. Includes reviews of Fletcher Jones Audi from DealerRater.com A dealership's rating is calculated by averaging scores from reviews received in the past 24 months.

[Write a Review](#)

Read reviews that mention:

All Reviews Recommend Place Great Price Friendly And Helpful Finance Manager Inform Process  
Service Time Service Tony Care Customer Great Friendly Enjoyable Experience Excellent Service  
Fair Price Staff Was Friendly

★★★★★  
Phenomenal experience!  
by ray\_sheedy from DealerRater.com  
June 28, 2019

Walked in not expecting to purchase a car. Less than 3 hours later, drove out in a brand new Audi A4. Matt & the rest of the team made the experience seamless....  
[Show full review](#)

Worked with:  
Matthew Kahn Audi Brand Specialist  
★ (4.8) 10 reviews

By default, reviews are sorted by the newest entry first, but with enough reviews Cars.com also lets customers filter the reviews they see by the most used terms. This can include phrases such as "horrible service" or "enjoyable experience."

**Leverage valuable insights to grow your services business.**  
[Request a demo](#)

(E.g., <https://web.archive.org/web/20211019110512/https://www.reviewtrackers.com/blog/cars-com-dealer-reviews/>).

24. Vehicle listings submitted by users are stored in more databases and are available to other users through Accused Instrumentality, for example as discussed above. The criteria associated with said vehicle listings include *e.g.*, location, vehicle condition (new or used), vehicle year, vehicle make, and the like as shown for example below.

[illegible]

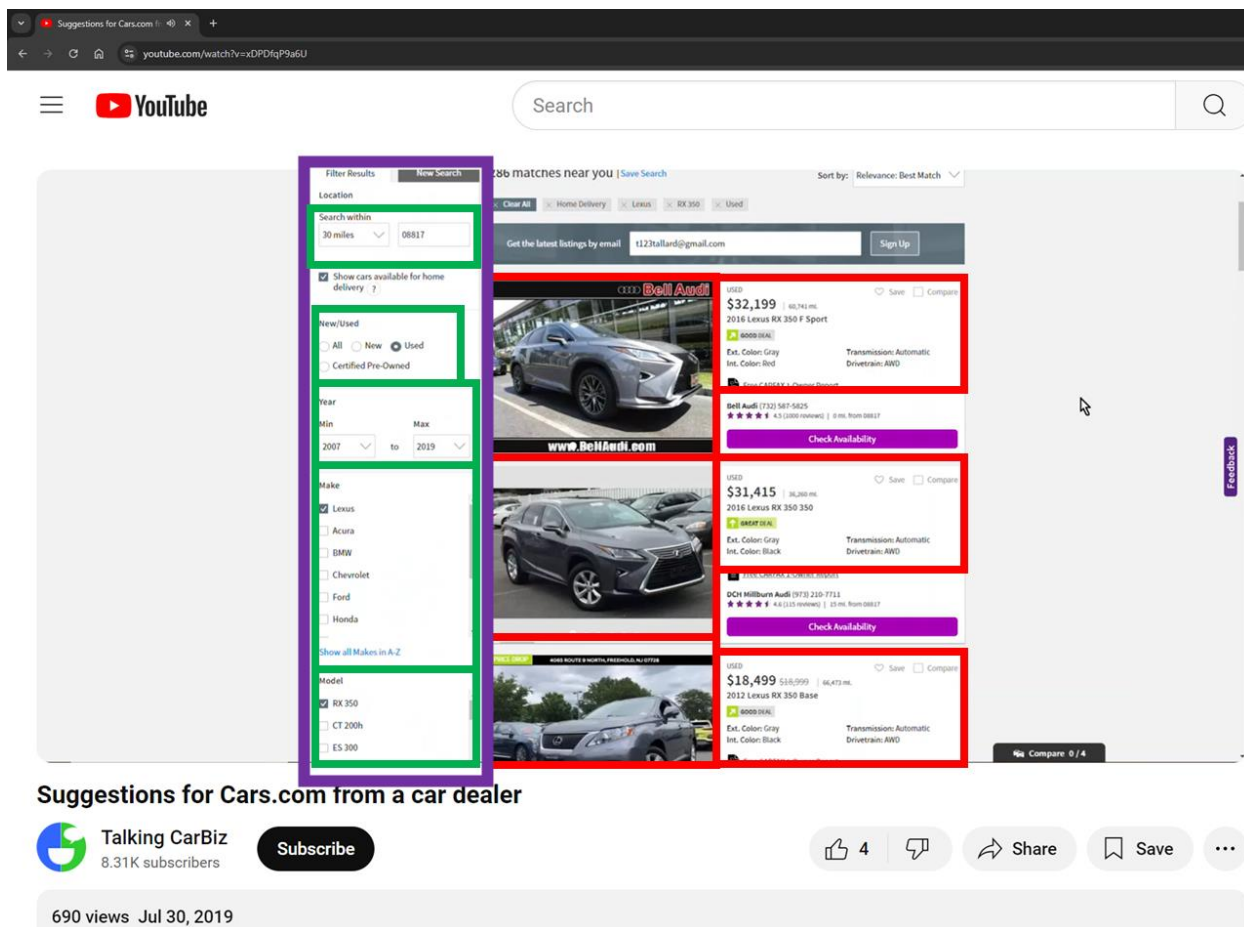
(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

The screenshot displays a YouTube video player interface. At the top, there is a search bar and a play button. The video player shows a dark-colored Lexus RX 350 parked in a lot. Below the video, the title 'USED 2016 Lexus RX 350 350' is displayed, along with a price of \$31,415. The video is from the channel 'Talking CarBiz' and has 690 views as of July 30, 2019. To the right of the video, there is a 'Contact Seller' form with fields for name, email, phone, and a 'Check Availability' button. Below the video, there is a 'Vehicle History' section and a 'Seller's Notes' section. The video player interface includes a search bar, a play button, and a 'Subscribe' button for the channel.

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

25. The Accused Instrumentality employs an electronic multimedia creator server subsystem operatively coupled to the electronic media submissions server subsystem, necessarily having one or more second data processing apparatus in order to manage an electronic content filter to apply criteria associated with the vehicle listings to obtain a plurality of electronic media submissions from the one or more database and to develop multimedia content to be electronically available for viewing on at least one user device associated with the first user. For example with respect to a vehicle listing, as can be seen below, such electronic content filter as is used by Cars.com is based at least in part on at least one of the one or more criteria, (e.g., based on, *inter alia*, location, vehicle condition (new or used), vehicle year, vehicle make) which in turn affect

which electronic media submissions appear to the user as shown and discussed for example below. Cars.com uses function-specific subsystems.



(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).


26. The Accused Instrumentality employs an electronic release subsystem operatively coupled to the electronic multimedia creator server subsystem, necessarily having one or more third data processing apparatus in order to make the multimedia content electronically available for viewing on a plurality of user devices. For example, as shown below, multimedia content associated with a vehicle listing is provided on various user devices (e.g., a computer or other device with a web browser or app) in response to a user logging in to Accused Instrumentality. Cars.com uses function-specific subsystems, for example as discussed above.

Suggestions for Cars.com

youtube.com/watch?v=xDPDfqP9a6U

YouTube

Search



USED

2016 Lexus RX 350 350

36,240 miles

GREAT DEAL

36,240 miles

GREAT DEAL

Sold by DCH Millburn Audi

Maplewood, NJ 07040

4.6 (4.6) 115 reviews

Vehicle History

Free CARFAX 3-Owner Report

Seller's Notes

This Economy Certified 2016 Lexus RX 350 350 Comes with This vehicle comes with the following: Comprehensive 35 Point Inspection & Quality Assured Review, Carfax Vehicle History Report, Solid Mechanically and Cosmetically As Is, "See dealer for details. Some of our used vehicles may be subject to unre...

See more

Check for recalls

Contact Seller

Call: (973) 210-7711

Email Chat Now

Tim Tallard

t123tallard@gmail.com Phone (Optional)

Check availability

I'd like to know if the Used 2016 Lexus RX 350 350 you have listed on Cars.com for \$31,415 is still available.

Check Availability

By clicking here, you authorize Cars.com and its advertising partners to contact you by text or email with vehicle offers that may include marketing and for by auto dealer. Calls may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.

We value your privacy. Cars.com Privacy Statement.

Suggestions for Cars.com from a car dealer

Talking CarBiz

8.31K subscribers

Subscribe

4

Share

Save

690 views Jul 30, 2019

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

23

Suggestions for Cars.com | x +

youtube.com/watch?v=xDPDfQPSa6U

YouTube

Search

Cars.com

Cars for Sale Sell Your Car Service & Repair Research Videos & Reviews Sign Up

The 2019 Audi A6  
\$24,945 (MSRP) \$24,945 (ASAP)  
Get more info on this car

Find your Audi A6

Prev Next

Contact Seller  
Call: (973) 210-7711

Email Chat Now

Tim Tallard  
(12)tallard@gmail Phone (Optional)

Check availability

I'd like to know if the Used 2016 Lexus RX 350 350 you have listed on Cars.com for \$31,415 is still available.

Check Availability

By clicking here, you authorize Cars.com and its selling partners to contact you by telephone which may include marketing and be by automated calls. This may be pre-recorded. You also agree to our Privacy Statement. Consent is not required to purchase goods/services.  
We value your privacy. Cars.com Privacy Statement.

USED  
2016 Lexus RX 350 350  
36,240 miles GREAT DEAL

\$31,415

SUGGESTIONS FOR CARS.COM FROM A CAR DEALER

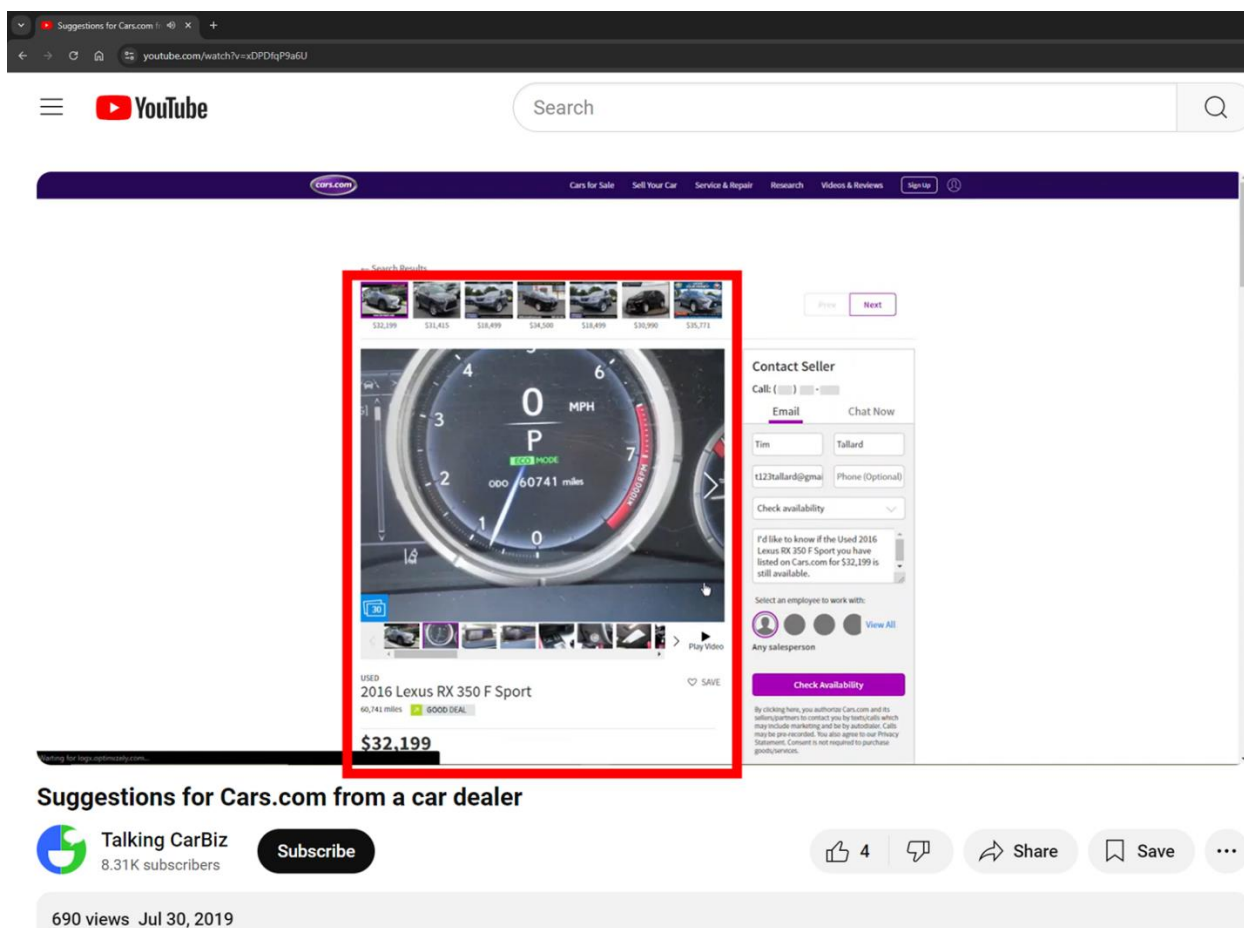
Talking CarBiz  
8.31K subscribers

Subscribe

690 views Jul 30, 2019

(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).





(E.g., <https://www.youtube.com/watch?v=xDPDfqP9a6U>).

27. The Accused Instrumentality employs an electronic voting subsystem, necessarily having one or more data processing apparatus in order to track voting or electronic rating, configured to enable a user to electronically vote for or rate (e.g., by the user's choices with respect to a selection of a Star Icon or by posting a review containing textual content) an electronically available multimedia content (e.g., a vehicle listing provided by an user-seller submitter or a dealer profile submitted by the user-submitter). Cars.com uses function-specific subsystems, including respective data processing apparatuses, for example as discussed above.

web.archive.org/web/20211019110512/https://www.reviewtrackers.com/blog/cars-com-dealer-reviews/

8 captures  
27 Sep 2020 - 21 Apr 2024

JUL OCT 19 JAN  
2020 2021 2023 About this capture

**ReviewTrackers Blog** I'm looking for...

car details and clicking again on the dealership's total number of reviews in the description area below the vehicle image.

**Reviews**  
★★★★★ 4.8

808 lifetime reviews. Includes reviews of **Fletcher Jones Audi** from DealerRater.com. A dealership's rating is calculated by averaging scores from reviews received in the past 24 months.

[Write a Review](#)


Read reviews that mention:

All Reviews Recommend Place Great Price Friendly And Helpful Finance Manager Inform Process  
Service Time Service Tony Care Customer Great Friendly Enjoyable Experience Excellent Service  
Fair Price Staff Was Friendly

★★★★★  
[Phenomenal experience!](#)

by [ray\\_sheedy](#) from DealerRater.com  
June 28, 2019

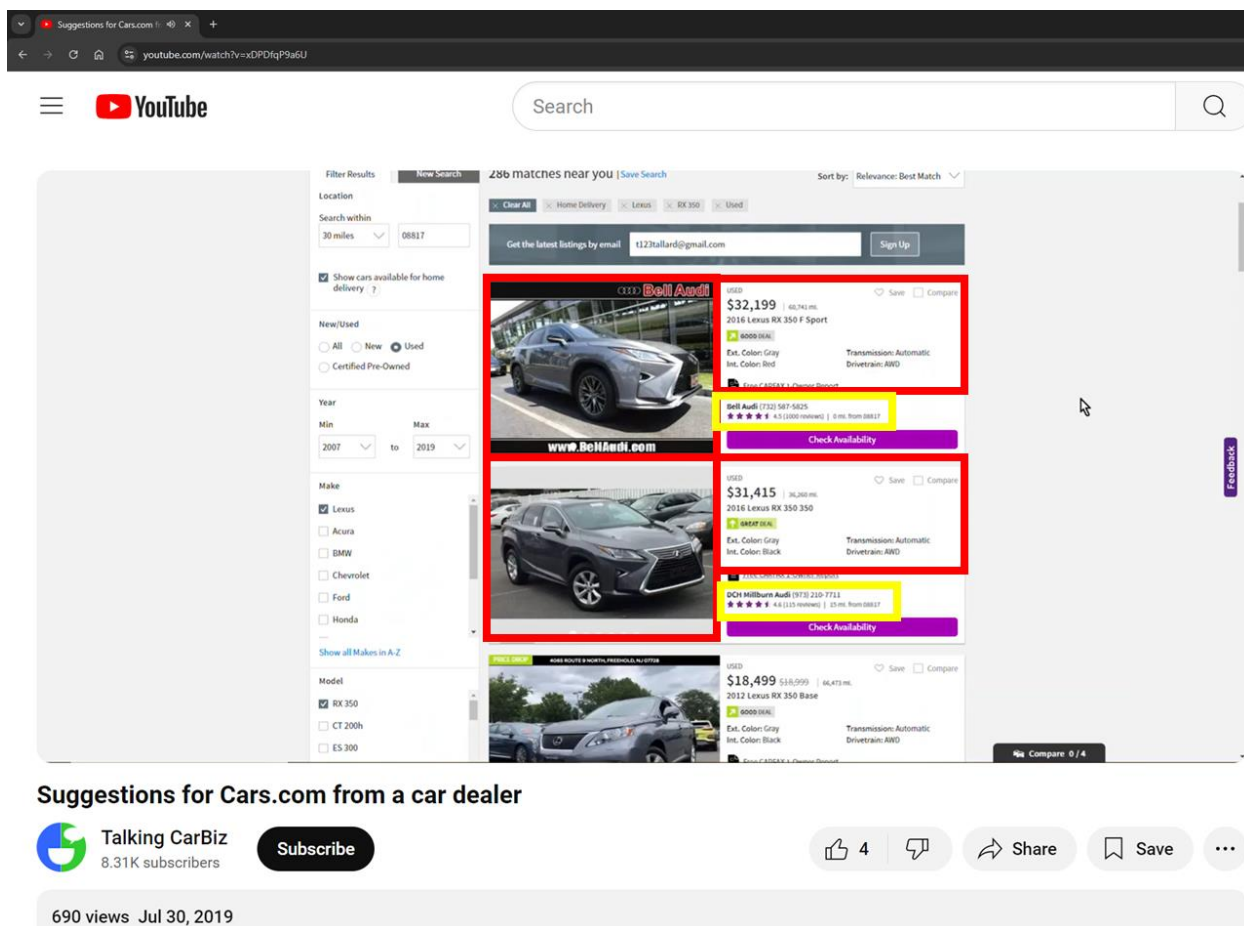
Walked in not expecting to purchase a car. Less than 3 hours later, drove out in a brand new Audi A4. Matt & the rest of the team made the experience seamless....  
[Show full review](#)

Worked with:  
 **Matthew Kahn** Audi Brand Specialist  
★ (4.8) 10 reviews

By default, reviews are sorted by the newest entry first, but with enough reviews Cars.com also lets customers filter the reviews they see by the most used terms. This can include phrases such as "horrible service" or "enjoyable experience."

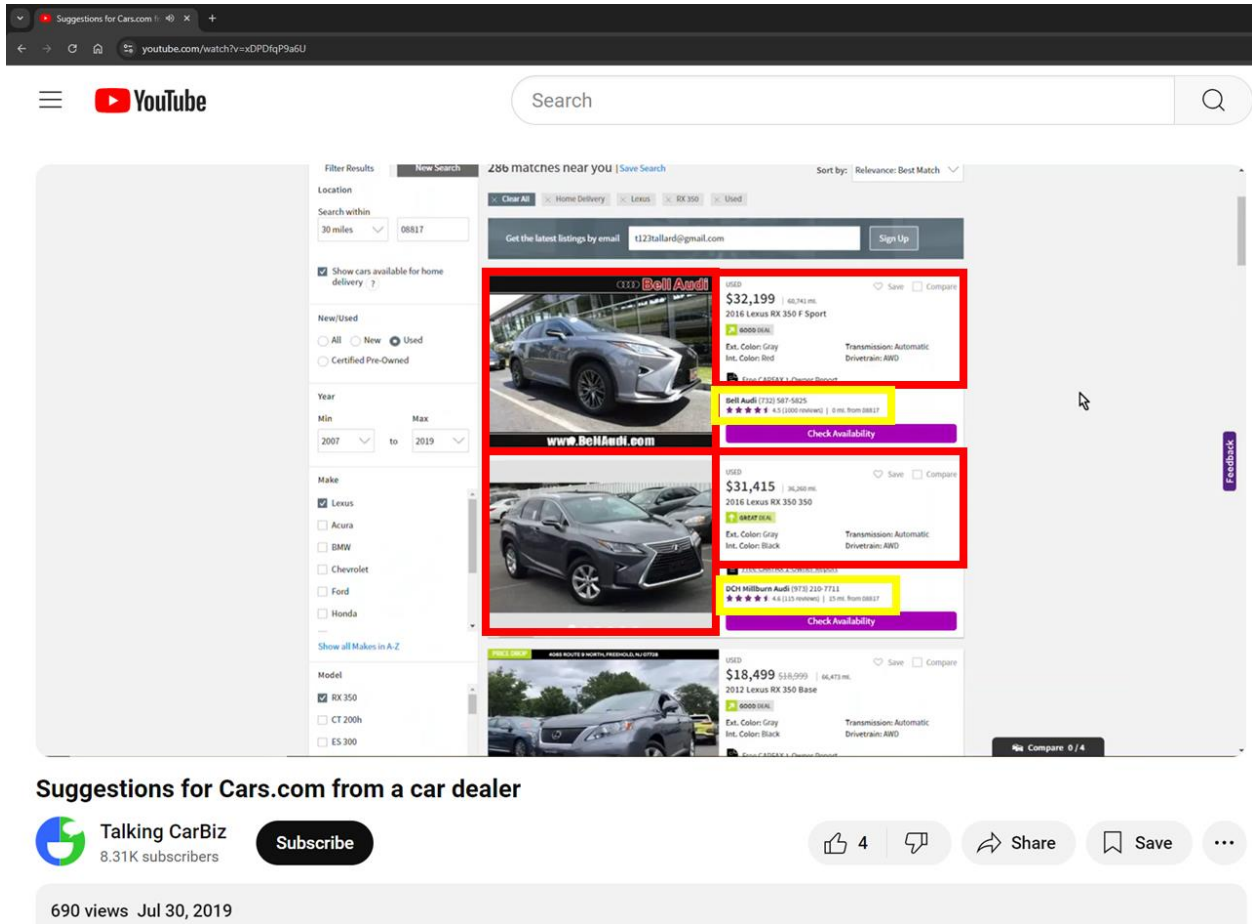
**Leverage valuable insights to grow your services business.**  
[Request a demo](#)

(E.g., <https://web.archive.org/web/20211019110512/https://www.reviewtrackers.com/blog/cars-com-dealer-reviews/>).



(E.g., <https://www.youtube.com/watch?v=xDPDfQp9a6U>).

28. The Accused Instrumentality employs an electronic voting subsystem that enables other users to rate electronically available multimedia content by the user's choices with respect to a selection of a Heart icon.



(E.g., <https://www.youtube.com/watch?v=xDPDfQp9a6U>).

29. Plaintiff has been damaged as a result of Defendant's infringing conduct. Defendant is thus liable to Plaintiff for damages in an amount that adequately compensates Plaintiff for such Defendant's infringement of the '576 Patent, *i.e.*, in an amount that by law cannot be less than would constitute a reasonable royalty for the use of the patented technology, together with interest and costs as fixed by this Court under 35 U.S.C. § 284.

30. To the extent marking is required, VCA has complied with all marking requirements.

## **VI. JURY DEMAND**

Plaintiff, under Rule 38 of the Federal Rules of Civil Procedure, requests a trial by jury of any issues so triable by right.

## **VII. PRAYER FOR RELIEF**

WHEREFORE, Plaintiff respectfully requests that the Court find in its favor and against Defendant, and that the Court grant Plaintiff the following relief:

- a. Judgment that one or more claims of United States Patent No. 10,339,576 have been infringed, either literally and/or under the doctrine of equivalents, by Defendant;
- b. Judgment that Defendant account for and pay to Plaintiff all damages to and costs incurred by Plaintiff because of Defendant's infringing activities and other conduct complained of herein, and an accounting of all infringements and damages not presented at trial;
- c. That Plaintiff be granted pre-judgment and post-judgment interest on the damages caused by Defendant's infringing activities and other conduct complained of herein; and
- d. That Plaintiff be granted such other and further relief as the Court may deem just and proper under the circumstances.

November 15, 2024

Respectfully Submitted,

/s/Steven G. Kalberg

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